

CANADA'S NATIONAL MAGAZINE

# MACLEAN'S

January 1, 1947

Ten Cents



Are We Heading For A Crash? by Bruce MacKinnon



# THIS SYMBOL MEANS INTERNATIONAL HARVESTER

It means more from the good earth. It means farm tractors, farm machines and improved methods that help conserve the soil and produce bigger and better crops with less labor.

It means motor trucks to transport raw and finished commodities... industrial tractors to help build airports, power dams, highways, houses, factories and commercial buildings.

It means engines to turn shafts and wheels... refrigeration to protect and conserve food.

Above all, the IH symbol means life. An organization that builds long life, efficiency, economy, and freedom from toil into its products, that seeks only to insure living for all.



It will build better tractors and farm machines to conserve soil and increase crop.



It will build better tractors and farm machines to conserve soil and increase crop.



It will build better trucks and farm machines to conserve soil and increase crop.

International Harvester Products include: Farm Tractors and Farm Machines... Motor Trucks... General Tractors, Wheel Tractors and Power Units... Refrigerators.

INTERNATIONAL HARVESTER COMPANY  
OF CANADA LIMITED

HAMILTON

DETROIT



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SINCE the days of the Crusades, the Order of St. John has been famed for its unselfish devotion to the needs of humanity. In 1099 its members organized the old hospital of St. John in Jerusalem and provided Brothers to attend the sick. And, during the intervening centuries it has been the means of saving literally millions of lives through First Aid and of bringing relief to countless sick and wounded.

St. John Ambulance, in Canada, today is an active organization which—without charge—not only teaches the science of First Aid and Home Nursing but also, through the members

of the St. John Ambulance Brigade, renders a First Aid and Nursing Service wherever disaster may strike or injuries be suffered.

The activities of St. John Ambulance reach into many fields. In factory and home, at sporting events and public gatherings, on the open highways and on city streets, St. John Ambulance readily goes about its business of saving lives and alleviating distress.

When you support the activities of St. John Ambulance you play your part in saving lives that would otherwise be lost and in reducing the ill effects of injuries and sickness.



## St. John Ambulance

\$1,000,000. NATIONAL CAMPAIGN... FEB. 2nd. to 22nd., 1947

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**TO MEET AND MEET** and know each other better. For a year now we have presented pictorially and by the printed word the story of our country's combined industries for a tribute to all the progress from coast to coast.

We believe this is a well worth while journey to Canada in every walk of life, for the tourist, the business traveler.

We are glad that this year your journey has been a great pleasure to travel not only by motor, bus, train, but by Canadian, leaving most of the great land which is ours.

This message is the result and continuing of a series regarding the efforts of our Government's Travel Bureau and Provincial Travel Associations. Offered in its public service by:



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VANCOUVER, A. N. H. C. L. M. S. B. Y. C. A. N. A. D. A.

Monday, May 14, 1940

Continued from page 47

which is difficult to see easily, but the motorist can see it, but the people can't. The motorist can see it, but the people can't. The motorist can see it, but the people can't.

Let's not bother with the three registered clubs. Let's concentrate on the motorist. And let's change the motorist's point of view. Let's change the motorist's point of view.

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for the stock market profits. That's what we want to see. That's what we want to see. That's what we want to see.

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like this what you are coming back to. That's what we want to see. That's what we want to see. That's what we want to see.

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### Map Legend...

1. Furs
2. Coal
3. Gold
4. Silver
5. Lead
6. Copper

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## Yukon... A CANADIAN ASSET



Most Canadians think of the Yukon Territory as the great unknown. We know it as the land of the gold rush and "Dangerous Dan McGrew" . . . a land of mountains and muskox where a 600 mile pipe line and a great highway run through the fringe of civilization. Although the resources are practically untapped, the mines of the Yukon Territory produce gold, silver, and coal, and fur trap lines run within the arctic circle.

The Yukon Territory is part of the land of tomorrow . . . it is part of a land bursting with opportunity. To the ambitious, the young in heart, the new horizons of Canada Unlimited offer a glowing future unmatched in the rest of the world.



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